



November 22, 2021

Dear GPAC Members,

The 9th GPAC meeting will be held on November 30th, 2021, from 6:00 – 8:30 pm. **Please join the Zoom meeting approximately 5-10 minutes early so that we can address any technical issues and procedural questions you may have.**

The focus of the meeting will be to work on the “Areas of Discussion” map presented at the 8th GPAC meeting in October. The purpose of this map is to define the areas where land use changes and new development could occur over the next 20-30 years. Following the input received and over the next few months, we will work with the GPAC and the public to create land use alternatives and select a preferred land use direction for each area identified.

As you will remember, at the October meeting, the General Plan Team provided a summary of the results of the Vision Survey and a draft of the “Areas of Discussion” map. Some GPAC members were concerned that the survey respondents were not representative of the community as a whole. Some GPAC members were also concerned that this was the only data source used to develop the Areas of Discussion map. (See attached *GPAC #8 Summary*.)

To assist with the discussion of the map, the General Plan Team is providing additional information on engagement activities that helped to craft the map. The following are attached for your review:

- **Vision Survey: Additional Analysis.** We conducted a “cross tab” analysis of the survey results by a number of demographic criteria including age, housing tenure (i.e., owner vs renter), and race/ethnicity to understand how the results varied by group. Based on our assessment, the results appear to be generally consistent by sub-group with a few exceptions most notably for the question about whether fourplexes should be allowed by right in all single-family neighborhoods.
- **Pop-up Workshop Summary.** Between August and mid-October, the General Plan team held a series of “pop-up” or “intercept” workshops throughout Ventura. The purpose was to meet and talk with residents who typically do not engage in the planning process. The pop-ups asked similar questions about community values and the location of new development as the survey. These results also helped to inform the Areas of Discussion map.

In addition, information for the Areas of Discussion map was also derived from multiple community engagement activities that occurred throughout the process. These included:

- GPAC Meeting #6 in July of 2021.
- Meetings with every Community Council between July and September. (Note that at these meetings, we asked each Community Council about where new development should occur in their area.)
- Individual meetings with GPAC members, City Council members, and key stakeholders at the beginning of the project.
- The April 29, 2021 community workshop, which asked about opportunities for change in the community.

Summaries of all of these meetings can be found on the project website at planventura.org/getinvolved.

With this background information, we would like to get feedback on the map so that we can continue on to the next phase of the project – land use alternatives. More specifically, the General Plan Team would like feedback on the following:

- Are the geographic locations identified in the map correct?
- Should any areas be added to the map? If so, where and why?
- Should any areas be removed from the map? If so, where and why?
- Do you have any additional thoughts or comments about new uses or the amount of development in specific geographic areas?

In addition, we will also provide updates on:

- The Draft Housing Element
- Progress on the Inclusionary Housing Ordinance
- Additional engagement activities with Ventura residents who typically do not participate in the planning process
- The steps to develop land use alternatives, including the topics for future GPAC meetings

Prior to the meeting, we would like GPAC members to do the following:

- Review the GPAC #8 Summary
- Review the attached materials listed above
- Think about the Areas of Discussion map and come prepared to discuss your input and ideas

If you have any questions prior to the meeting, please send an email to Neda Zayer at nzayer@cityofventura.ca.gov.

Thank you and we look forward to seeing you all on November 30th.

- The General Plan Team

Attachments:

- GPAC #8 Summary
- Visioning Survey Supplemental Results
- Pop Up Workshop Summary
- Areas of Discussion